



Memorandum

TO: MAYOR REED

FROM: Councilmember Madison Nguyen

SUBJECT: SAN JOSÉ MUNICIPAL STADIUM

DATE: November 12, 2009

Approved

Date

11/12/09

RECOMMENDATION

That the following recommendation be enacted.

New Expenditure/Reinstatement

Program/Project Title: San José Municipal Stadium

RDA Project Area: Merged Redevelopment Area

Amount of Agency Funding Required: \$ 500,000

Funding Source

Program/Project Title: San José Municipal Stadium

Amount of Agency Funding Change: \$ 500,000

This change is: One-time ☒ Ongoing

Anticipated Outcomes

Requested funding changes would affect benefits or services for San José residents, businesses, community groups, etc. in accordance with one of the following goals and objectives relevant to the City's redevelopment efforts:

- ☐ Create Jobs and Expand Business
- ☒ Build Public Facilities
- ☐ Strong Neighborhoods Initiative and Affordable Housing

BACKGROUND

The San José Municipal Stadium, managed by the San José Arena Authority, has been the home of the San José Giants for the past 60 years, and has served as an affordable venue for many families to enjoy. The FY 2008-2009 Redevelopment Agency budget allocated \$600,000 for the first phase of a number of much needed capital improvement projects to Municipal Stadium.

This first phase gave Municipal Stadium new outfield bleachers, expanded the outdoor concessions areas, upgraded equipment for "Turkey Mike's BBQ, installation of an expansive "kite" system to cover the outdoor BBQ area and increase protection from errant foul balls, installation of security cameras to enhance fan safety, expanded Family Fun Zone, improvements to the clubhouse and major upgrades to the electrical system.

These improvements contributed to a record breaking season for the fourth consecutive year for the San José Giants, setting a new all-time attendance and revenue record. The San José Giants completed their regular season with a total attendance figure of 211,054; averaging 3,015 fans per game. The 2009 season marked the first time in franchise history that hundreds of thousands of fans came together for a regular season. The team also drew a record postseason crowd of 12,053 in four games.

With these record breaking attendance figures, the 2009 San José Giants season surpassed all revenue numbers in the history of the franchise, a record 21% increase in total revenues and an attendance increase of 16% over the previous season.

Continuing the tradition of giving back to the San José community, the San José Giants have partnered with different organizations to provide free movie nights, Cub Scout Camp-Outs, Halloween Fest and hosting various fundraising events that would benefit local youth sports programs and schools.

On October 7, 2009 the members of the San José Arena Authority Board of Directors recommended capital improvements for the San José Municipal Stadium. These capital improvements are needed to support the long-term, uninterrupted operation of the Stadium.

This request is intended to retain flexibility to access funds for capital improvements to the San José Municipal Stadium in the amount of \$500,000. Funds will be used to provide additional electrical upgrades; modify the outfield; improve the sound system; complete the Phase I improvements to the concession areas in main stands and portable outfield area; construct a customer service and emergency response area and improve the Kids Activity Center structure.

These improvements will provide a safe venue for families to enjoy activities at the stadium, as well as long term support and operation.